

2 April 2002



Public Affairs

AFOATS PUBLIC AFFAIRS PROGRAM**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

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Supersedes: AFOATSI 35-101, 17 December 1999

Pages: 27

Distribution: F

This instruction describes how the Public Affairs (PA) program for Air Force Officer Accession and Training Schools (AFOATS) is organized and conducted at HQAFOATS, Officer Training School (OTS), Air Force Reserve Officer Training Corps (AFROTC), Air Force Junior Reserve Officer Training Corps (AFJROTC), region, and unit levels. It is a guide for public affairs personnel, and particularly for the unit public affairs representative (UPAR). It contains policies and procedures for conducting an OTS public affairs program and a senior AFROTC detachment public affairs program. Air Force Junior ROTC (AFJROTC) units are to adhere to the applicable provisions of this instruction.

Privacy Act Warning: This instruction requires the collection and maintenance of information protected by the Privacy Act of 1974. The authority to collect and maintain this information is in 10 U.S.C. 8013.

SUMMARY OF REVISIONS

This revision shows that responsibility for AFOATS Public Affairs falls under Air University Public Affairs (AU/PA). AU/PA is responsible for public affairs programs of all organizations at Air University. Public affairs for AFOATS is organized as follows:

AU/PAN – Media and Internal (Leader Magazine, biographies)

AU/PAC – Community Relations

AU/PAS – Security and Policy Review

There is also new information on submitting articles and pictures to the Leader magazine. Deleted requirement for unit background information sheet, photograph of the cadre staff, and biographies with photos for ROTC detachment and OTS squadron commanders. New instructions for approval of speakers beyond AFOATS, paragraph 27. Revised format for sample News Clipping, Attachment 3.

Section A – Purpose and Function

Mission.....	3
Objectives.....	3
Organization.....	3

Section B - Responsibilities

AU Public Affairs.....	3
Director, AU/PA.....	4
AFROTC Detachment Commander.....	4
OTS Commander.....	4
Director, Junior AFROTC.....	5
Unit Public Affairs Representative (UPAR).....	5
Aerospace Science Instructor.....	5

Section C – Internal Information

Newsletters and Yearbooks	5
Biographies and Photographs	6
Chain of Command Photographs	6
Other Informational Materials	6
AFOATS Magazine, the <i>Leader</i>	7
AFOATS Fact Sheets	8

Section D - Media Relations

Liaison with Media.....	8
Media Queries and Interviews.....	8
News Clippings	8
News Releases	8
Reporting Critical Events or Incident.....	9
National Story Program.....	9
Hometown News Program	9

Section E - Community Relations

Participation in Public Events	10
Fund Drives and Charities	10
AFOATS Representatives and Public Speaking	10
Invitations to Speakers Beyond AFOATS	11
Notification of Distinguished Visitors (DV)	12
General Officer Visits and Recruiting Support	12
Official Representation Funds for Hosting Community and University Officials	13
Orientation Flights for Civilian Dignitaries	13
Flyover Requests	13
Outstanding Service or Commendation Award Program.....	14
Base Visits.....	14

Section F – Security and Policy Review

Review/Approval of Web Sites.....	14
Security and Policy Review of Speeches	15

Attachment 1 – Glossary of References	16
Attachment 2 – Sample Leader Submission.....	17
Attachment 3 – Sample News Clipping Format.....	18
Attachment 4 – Sample News Release Format	19
Attachment 5 – Sample National Story Format.....	20
Attachment 6 – Sample DD Form 2266 and Guide for Preparing DD Form 2266	21-22
Attachment 7 – Sample Distinguished Visitor Invitation	23-24
Attachment 8 – AU Web Site Checklist	25-27

Section A--Purpose and Function

1. Mission. The AFOATS public affairs program is designed to increase public understanding and knowledge of the AFOATS mission, and familiarize the public with military education at Officer Training School and in communities where AFROTC detachments and AFJROTC units are located.

2. Objectives.

2.1. Develop and maintain, through knowledge and understanding, a climate of credibility, both inside and outside the Air Force, to assist AFOATS in meeting recruiting and enrollment goals.

2.2. Conduct internal information programs that provide information for internal audiences to work efficiently and effectively within AFOATS.

2.3. Conduct media relations programs with local, regional, and national news media designed to obtain print and broadcast media coverage of AFOATS' events and achievements.

2.4. Conduct community relations programs that develop rapport between AFOATS, college and college-bound students, university officials, officer trainees (OTs), parents and surrounding communities.

3. Organization. AFOATS Public Affairs, which falls under Air University (AU) Public Affairs, is divided into two areas:

3.1. News Division: Consists of Media Relations and Internal Information.

3.1.1. Media Relations Program: Informs the general public about AFOATS' plans, programs and policies via mass media.

3.1.2. Internal Information Program: Informs and provides recognition of military personnel, DOD civilians, OTs, cadets and family members.

3.2. Community Relations Program: Fosters mutual understanding between AFOATS personnel, host institutions and surrounding communities.

Section B -- Responsibilities

4. Air University Public Affairs.

4.1. Appoints representatives from AU/PA to handle public affairs for AFOATS and supports with overall AU/PA staff.

4.2. Prepares and distributes news releases and publications.

4.3. Interprets and applies Air Force public affairs policy to AFOATS.

4.4. Develops and disseminates publications and directives related to public affairs programs.

4.5. Informs AFOATS/CC, headquarters staff, regions and units of news items that concern AFOATS and the Air Force in general.

- 4.6. Responds to requests for support from Air University, Air Education and Training Command (AETC) and Headquarters, United States Air Force (HQ USAF).
- 4.7. Consolidates news clippings and other reports for AFOATS headquarters staff concerning AFOATS programs and activities.
- 4.8. Responds to queries from news media. Coordinates with AFOATS/CC, appropriate staff offices, and, when necessary, higher headquarters before providing answers.
- 4.9. Provides guidance on public affairs programs, policies and procedures to senior and junior AFROTC units and OTS.
- 4.10. Produces AFOATS' magazine, the *Leader*.
- 4.11. Acts as a liaison between AFROTC/AFJROTC units and OTS and the Air Force News Center (AFNEWS).
- 4.12. Encourages active involvement of AFOATS/CC and personnel in local communities to foster good relations for the Air Force and AFOATS.
- 4.13. Tracks speaking engagements for AFOATS/CC and reports them to AETC/PA.
- 4.14. Conducts reviews of all public Web sites within AFOATS for policy and security review prior to launch and annually thereafter, and approves/clears content for public access prior to posting. Detachments must complete AU Form 38, **Internet Release Authority** and AU Web Site Checklist and send it to AU/PAS to request initial review.

5. Director, Air University Public Affairs.

- 5.1. The director is responsible for the overall AFOATS Public Affairs Program.

6. AFROTC Detachment Commander.

- 6.1. Participates in the local community by attending civic functions and speaking to groups about AFROTC.
- 6.2. Appoints an officer as the unit public affairs representative (UPAR).
- 6.3. Conducts commander's call at least quarterly for cadre and cadets.
- 6.4. Responsible for all unit Web site content and design, if applicable (see **Attachment 8**). Ensures AU/PAS approves before launching.

7. OTS Commander.

- 7.1. Participates in the local community by attending civic functions and speaking to groups about OTS.
- 7.2. Appoints an officer as the unit public affairs representative (UPAR).
- 7.3. Responsible for all unit Web site content and design, if applicable. Ensures AU/PAS approves before launching.

8. Director, Junior ROTC Program

- 8.1. Participates in the local community by attending civic functions and speaking to groups about AFJROTC.
- 8.2. Appoints the deputy director, AFJROTC, as the unit public affairs representative (UPAR).
- 8.3. Responsible for Web site content and design, if applicable. Ensures AU/PAS approves release before launching.

9. Unit Public Affairs Representative (UPAR).

- 9.1. Reviews all editorial copy and prepares news releases.
- 9.2. Reviews detachment newsletters.
- 9.3. Reviews detachment yearbooks.
- 9.4. Reviews Web site. Uses approved checklist to review Web site content for compliance (see **Attachment 8**).
- 9.5. Conducts a hometown news program.
- 9.6. Maintains relationships with local and regional civic leaders, veterans, retirees, civic organizations and news media.
- 9.7. Coordinates necessary approval for flyovers as well as orientation and point-to-point flights for selected community leaders and news media representatives with AU/PAC.
- 9.8. Forwards news clippings of interest to AU/PAN. (ROTC and JROTC UPARs only)
- 9.9. Logs all media queries on an AF Form 39, **Response to Query**, and faxes a copy to AU/PAN. (ROTC and JROTC UPARs only)
- 9.10. Reports activities that might attract national media attention to AU/PAN.
- 9.11. Monitors and encourages timely submissions, from the ROTC detachments, to the *Leader*. (ROTC and JROTC UPARs only)

10. Aerospace Science Instructor. Junior AFROTC units are not required to have an organized public affairs program. However, the aerospace science instructor should be aware of the benefits of an effective public affairs program and is encouraged to maintain one.

Section C - Internal Information

11. Newsletters and Yearbooks. UPARs should review the content of all official publications to ensure materials are in good taste and that no copyrighted articles, cartoons, cartoon characters, or other materials are reproduced without the expressed written consent of the author or copyright holder (note that the author is not always the copyright holder).

- 11.1. The detachments and OTS must send one copy of each official publication to AU/PAN.

11.2. Unofficial publications, such as newsletters or yearbooks created by trainees, must not carry official signature blocks implying Air Force approval. If there is potential for confusion regarding the official nature of a publication, urge the publisher to include a disclaimer that reads: "The (name of publication) is an unofficial newsletter published (frequency of publication) in the interest of personnel at (name of the unit, cadet corps or OTS squadron) of (name of university or OTS). Contents of (name of newsletter or yearbook) are not endorsed by the U.S. Air Force."

11.3. The use of Air Force funds is not authorized for publishing newsletters or yearbooks. If host institution policies allow, institutional funds may be used. Fundraising in support of unofficial publications should be conducted in a manner that does not imply Air Force endorsement or official participation.

12. Biographies and Photographs

12.1. AU/PAN has access to biographies and photographs of the AFOATS commander, OTS commander, AFROTC commander, and the AFJROTC Director.

13. Chain of Command Photographs. AFOATS chain of command photographs are automatically distributed by AU/PA when available. Refer to the PA Web site for the AFOATS chain of command.

14. Other Informational Materials. Air Force News Agency (AFNEWS) and other AF information sources create and distribute a variety of communications and informational products. Communications products such as Commander's Call Topics, Air Force Speeches, Fact Sheets, Policy Letters for Commanders, Air Force News, general officer biographies, provide background facts, policy statements, and general information. UPARs and other detachment staff can obtain most of these via electronic mediums.

14.1. UPARS and staff may directly subscribe via e-mail to Air Force News Service (AFNS), Commanders Call Topics (CCTOPICS), Air Force Policy Letter (AFPOLICY) AFNS weekly summary (AFWEEKLY). Each product must be ordered separately using the following basic steps:

14.1.1. Step 1. Send a request from the e-mail account you want the product sent to. Send your request to: listserv@afproducts.ease.lsoft.com.

14.1.2. Step 2. Leave the "Subject" line blank. If your particular e-mail program will not let you leave the subject line blank, type SUBSCRIBE PRODUCT (where PRODUCT is AFNS, CCTOPICS, AFPOLICY or AFWEEKLY. For example, SUBSCRIBE AFNS).

14.1.3. Step 3. Type your message text using all capital letters with no punctuation, followed by your rank and name or name only for civilian personnel. Do not include other comments such as "please," "thank you" or a signature block. Example: To receive monthly Commander's Call Topics, type SUBSCRIBE CCTOPICS Ima Civilian.

14.1.4. To cancel your subscription: Follow Step 1 above. For Step 2, leave the "Subject" line blank or type SIGNOFF PRODUCT (use the actual product name here). Step 3: In the message block type SIGNOFF PRODUCT (again, using the actual product name -- AFNS, AFPOLICY, CCTOPICS or AFWEEKLY --as described above).

14.1.5. For more information about these procedures or to ask questions, call AFNEWS/NSOT at DSN 945-7564, CMCL (210) 925-1281 or e-mail products@afnews.af.mil.

14.2. Internet users with .mil domain access can reach an invaluable information source, Air Force Link, the official World Wide Web site of the US Air Force at Internet address <http://www.af.mil>. Air Force Link is a government computer system provided through the cooperative efforts of the Office of the Secretary of the Air Force (Public Affairs) and the Defense Technical Information Center. News, fact sheets, speeches, biographies, images, links to other useful sites are some of the resources available through Air Force Link.

14.3. In lieu of directly subscribing to these products, you may retrieve news and information files via Internet at www.af.mil/news/afnssub.html.

14.3.1. Simply follow the instructions at the Web address and you will receive AFNEWS. Be sure to enter your e-mail address correctly.

14.4. Facts on Demand, a fax-based service, allows customers to request and receive information via a fax machine. Customers with a touch-tone phone can place a toll-free call to a DSN or 800 number and request information from fact sheets and biographies on senior leadership to current news and information. To request these products, call DSN 224-6031, 1-800-422-USAF (8723) or commercial (703) 614-6031 from a touch-tone phone.

15. AFOATS Magazine. AFOATS' magazine, the *Leader*, is a monthly publication distributed to AFOATS audiences during the academic year. (The *Leader* is not printed in Jan., June, July or Aug.) The *Leader* editor reserves the right to edit all material submitted for publication. *Leader* submissions to AU/PAN must meet the following deadlines and criteria:

15.1. Deadlines are the 1st of the month before the following month's publication. (For example, an article for the March issue must be received by 1 February.)

15.2. All article submissions should be sent by e-mail to leader@maxwell.af.mil, with the detachment/unit number shown in the "subject" line, or through U.S. mail to *Leader* magazine, AU/PAN, 55 LeMay Plaza South, Maxwell AFB, AL 36112-6335.

15.3. Inputs should be double-spaced and documented as shown in **Attachment 2**.

15.4. News articles must be timely, no more than three months old and in objective, third-person format. Commentaries must be clearly identified. For questions about timeliness and newsworthiness of an article, please contact the *Leader* editor before submitting the feature article.

15.5. Photographs must be action-oriented, clear, and in focus. Avoid taking group pictures if at all possible. Black and white or color prints (no Polaroids/instant camera prints) are equally suitable. Provide full name, grade, duty status (active duty, retired or cadet) for all subjects in photographs. Also include name and rank of photographer. Describe action as photographed. Photographs should be sent through U.S. mail. If sent via e-mail, photo resolution should be at least 150 dpi.

16. AFOATS Fact Sheets. AU/PAN maintains fact sheets on AFOATS, OTS, AFROTC, AFJROTC. These are updated as needed. OTS, ROTC detachments, and JROTC units are authorized to reproduce and distribute AFOATS fact sheets.

Section D -- Media Relations

17. Liaison With Media. After coordination with AU/PAN, ROTC commanders and UPARs are encouraged to personally visit the head of the campus news bureau or public relations department, the managing editors or city and military editors of local newspapers, and the news directors of local radio and television stations. Make an appointment before each visit and provide a "media kit." Include such items as AFROTC Fact Sheets, unit history, appropriate biographies, and who to contact for information.

17.1. AFOATS personnel should work directly with AU/PAN when dealing with the media.

18. Media Queries and Interviews. Coordinate all media queries and all interviews with AU/PAN prior to taking place and record on an AF Form 39. Get the name of the publication or station and reporter, as well as a telephone number and document it on the AF Form 39. Fax the AF Form 39 to AU/PAN at 334-953-3379 and keep a copy for your records. (AF Form 39 is available on the web at <http://afpubs.hq.af.mil/forms/formlist.asp?puborg=AF&series=0001-0099>)

18.1. Detachments may answer routine media queries from local and regional news media. Simply coordinate all interviews with AU/PAN before you schedule them. Routine queries pertain to the facts and figures of the specific unit queried.

18.2. Attempt to meet the reporter's deadline. Do not meet a deadline, however, at the expense of accuracy. Most media queries can be answered within 24 hours. If there is difficulty in obtaining the requested information, call the reporter or editor and explain the problem.

18.3. Refer all media queries of a sensitive nature to AU/PAN immediately. Subjects of sensitive nature include, but are not limited to:

18.3.1. Any topic with the potential to create adverse publicity.

18.3.2. Military operations.

18.3.3. DOD policy matters such as the homosexual issue.

18.4. Refer all media queries from national news media to AU/PAN.

19. News Clippings. ROTC detachments must submit news clippings of AFROTC interest or concern from local and regional newspapers to AU/PAN. Using the format at **Attachment 3**, clip and submit articles about detachment activities, other services' ROTC programs, or AFROTC in general.

20. News Releases. After coordination with AU/PAN ROTC detachments are encouraged to make routine news releases concerning unit activities and personnel to local and regional news media. Follow the format at **Attachment 4**.

20.1. Use your host university's campus news bureau or public relations office to assist you with routine releases.

20.2. Forward unit news releases intended for national media outlets to AU/PAN for distribution.

20.3. OTS should work directly with AU/PAN.

21. Reporting Critical Events or Incidents. AFOATSI 91-101, *AFOATS Reporting Procedures and Mishap Prevention Program*, specifies the type of events or incidents that must be reported to AU/PAN. Immediately call AU/PAN, 1-800-522-0033, ext 2825, and explain the event or incident. After the telephone call, ROTC detachments must prepare and send an ARMS message detailing the event or incident. If contacted by national news media, refer them to AU/PAN and immediately call AU/PAN. **Do not** answer questions from national news media unless AU/PAN and AETC/PAN grant prior permission. Reporting the incident to PA does not relieve OTS or the detachment of responsibility to report to the chain of command or consult with other appropriate agencies.

22. National Story Program. AU/PAN encourages all UPARs to submit story ideas under the national story program. Follow the format at **Attachment 5** and submit to AU/PAN. Stories need not be unit or military oriented. If a cadet or cadre member excels in a particular sport or has an unusual or unique hobby or talent, send a one-page synopsis to AU/PAN.

23. Hometown News Program.

23.1. The seven qualifying events for ROTC cadet submissions of DD Forms 2266, **Hometown News Release Information**, are completion of field training, the receipt of the POC Incentive scholarship, receipt of a scholarship, entry into the Professional Officer Course, early commissioning, commissioning, and awards and decoration or other recognition events of cadet achievements. The qualifying event for OTS Basic Officer Training is commissioning. The qualifying event for OTS Commissioned Officer Training is graduation from the COT program. The qualifying event for JROTC is receipt of a scholarship or service academy appointment. AU/PAN encourages UPARs to make news releases on local awards or other activities that do not qualify for the hometown news program.

23.2. **Attachment 6** is a completed sample DD Form 2266 for a cadet submission. Review all DD Forms 2266 for completeness, accuracy, and timeliness using the guide at **Attachment 6**. (DD Form 2266 is on the Web at <http://afpubs.hq.af.mil/forms/speclist.asp?type=DOD>)

23.3. Participation is voluntary. Information gathered is considered to be in the public domain when individuals sign the form.

23.4. In the top right-hand corner of the DD Form 2266 are two blocks labeled "Releasing Public Affairs Office," and "PAO Code." The releasing Public Affairs Office is: AU/PAN, 55 LeMay Plaza South, Maxwell AFB AL 36112-6335. The PAO Code is: D-18.

23.5. Submit DD Forms 2266 directly to AFNEWS/HNP, Print Media Division, 203 Norton Street, San Antonio, TX 78226-1848, within 60 days of the event. Keep a copy of DD Forms 2266 on file for 1 year.

Section E--Community Relations

24. Participation in Public Events. Cadets, cadre and OTs may participate in events that do not interfere with normal training and operations activities if economically feasible.

24.1. The Air Force will not bear the cost of participation except for normal military pay of personnel involved. Funds are not available to provide per diem or transportation to and from the event for speakers at unit functions; however, use of GSA or government vehicles is authorized if reasonable (e.g. airport pickup and drop off). Participation costs, such as transportation and meals, are the responsibility of the event's sponsor.

24.2. Official activities with non-federal entities are limited by DOD 5500.7R, "Joint Ethics Regulation," Chapter 3, and AFOATS Instruction 51-601, Chapter 1. No private individual, commercial venture, religious, political, or fraternal group may benefit from AFOATS' participation; nor may it be associated with the solicitation of votes in a political election. Consult the AFOATS Ethics Counselor (AFOATS/JA) if you have questions.

24.3. OTS, ROTC detachments, and JROTC units must coordinate with AU/PAN before participating in any event which may be covered by national news media.

25. Fund Drives and Charities. AFOATS personnel, OTs and cadets may participate individually in fund drives and charities. The Combined Federal Campaign and the Air Force Assistance Fund are the only programs approved for official support. Questions about participation in an event should be directed to AU/PAN or AFOATS/JA (see AFI 36-3101, *Fundraising Within the Air Force*, and DOD 5500.7R, Chapter 3, and AFOATSI 51-601, Chapter 1).

26. AFOATS Representatives and Public Speaking. Speaking opportunities should be actively explored and accepted when feasible. Unit personnel are encouraged to accept invitations whenever appropriate. "Appropriateness" as prescribed includes, but is not limited to, the following:

26.1. Participation does not interfere with assigned duties. In AFROTC, part of the assigned duty of each person entails public speaking.

26.2. Remarks are confined to a discussion of subjects within the expertise and personal experience of the speaker.

26.3. Views will be nonpartisan.

26.4. Participation does not imply Air Force sponsorship or agreement with others' statements, which may be partisan in nature or contrary to national policy. Participants in any forum must realize that many times, simple participation is seen as tacit agreement or sponsorship. Call AU/PAC if you have any questions about an invitation to participate in any given occasion or topic. AFOATS and other DOD personnel may not accept invitations to participate officially in:

26.5. Partisan or political gatherings, including peace demonstrations implying nonsupport of DOD policy and actions.

26.6. Membership drives or fundraising events that are not approved for official endorsement.

26.7. Events sponsored by a group that denies membership to any person because of race, creed, color, sex, or national origin, any group that advocates unlawful discrimination, or any event

occurring at a location where admittance is barred to any person because of race, creed, color, sex, or national origin.

26.8. AFOATS personnel must be sure prepared speeches are cleared for security and policy review, if necessary. Refer to Section E – Security and Policy Review, page 14.

27. Invitations to Speakers Beyond AFOATS. ROTC detachments are encouraged to invite speakers for leadership labs, dining-ins/-outs, commissioning ceremonies, or other corps events. AFOATS/CC must be notified directly via e-mail (copy to AFROTC/CC/CD, region commander and AU/PAC) prior to inviting the following general officers/general officer equivalents to an ROTC-sponsored event:

- a. The CSAF or any general officer in the CSAF's office (vice chief, etc.)
- b. Any 4-star active duty or retired general officer
- c. Any AETC general officer
- d. Any Air Staff Deputy Chief of Staff
- e. Any DoD political appointee or elected senior officer (state governor or U.S. congressman or senator)

Follow the example in **Attachment 7** to ensure invitations to high-ranking officials meet Air Force protocol standards. OTS should work with the AFOATS protocol office when inviting speakers beyond AFOATS.

27.1. Letters to the president, vice president, local or federal members of Congress, service secretaries, foreign nationals, members of the Supreme Court or presidential cabinet *must be* coordinated through AU/PAC. All others, including general officers, may be sent directly by the unit commander once approval is received from AFOATS/CC. Ensure the invitation conforms to AFMAN 33-326, *Preparing Official Correspondence*, and AFH 33-337, *The Tongue and Quill*.

27.2. Letters requiring coordination should be e-mailed to AU/PAC with an explanation of why the unit is inviting this guest (dining-in/out, commissioning, etc.). In order to provide ample time to coordinate letters of invitation with appropriate offices, please use the following timetable for processing letters:

27.2.1. Letters to the president, vice president, and federal members of Congress must reach AU/PAC *at least* 90 days before the proposed event. They are coordinated through AFROTC/CC, AFOATS/CC, and SAF/PAN through AETC/PA.

27.2.2. Letters to service secretaries, the Chairman of the Joint Chiefs of Staff, Chief of Naval Operations, Chief of Staff of the Air Force or Army, or Commandant of the U.S. Marine Corps, must reach AU/PAC *at least* 90 days before the proposed event. They will be coordinated through AFROTC/CC, AFOATS/CC and mailed. AU/PAC will notify SAF/PAN through AETC/PA.

27.2.3. Letters to members of the Supreme Court or presidential cabinet must reach AU/PAC *at least* 90 days before the proposed event. They are coordinated through AFROTC/CC, AFOATS/CC, and SAF/PAN through AETC/PA.

27.2.4. Letters to foreign nationals must reach AU/PAC *at least* 90 days before the proposed event. They are coordinated through AFROTC/CC, AFOATS/CC, and HQ USAF/CVAII through AETC/PA.

27.2.5. Once approved by AU/PAC, letters of invitation will be printed on official letterhead, in a personal letter format, and forwarded for signature by the appropriate commander. The letters

must include the full name and military rank of a point of contact and commercial telephone number so that a response can be made to the invitation.

27.2.6. If the spouse is invited, invitations must include the phrase “if your spouse is in the area.” Do not include this phrase in invitations to four-star general officers. Spouses of four-star general officers may fly on military aircraft.

27.2.7. When an invitation from an Air Force detachment is accepted by any of the officials listed above, notify AU/PAC immediately. AU/PAC will coordinate with SAF/PAN through AETC/PA.

27.2.8. Since AFROTC is not budgeted to help finance transportation or billeting of guest speakers, detachments should coordinate with local recruiters and host institutions for possible financial support.

28. Notification of Distinguished Visitors (DV). When a DV, as listed in paragraph 27, or general officer (including retired generals), notifies a unit that they will attend an OTS or AFROTC function at a unit, field training site, Arnold Air Society Conclave, or other OTS or AFROTC-generated activity, you must notify AU/PAC, OTS/CC or AFROTC/CC and your region commander prior to the event by e-mail or letter. This includes visits initiated by the DV. AU/PAC will notify appropriate higher headquarters when speakers or visitors as identified in paragraph 27 accept invitations.

28.1. Submit the following: Name of visitor, current position and official address, date of function, type of function, location, and whether the DV is an alumnus of the college/university or is an OTS graduate.

28.2. Detachment commanders must acknowledge the DV’s acceptance or notification of a visit by providing specific information about the function and what is expected of the guest. Also include a copy of the unit fact sheet, and other information the DV requests.

28.3. Detachments must provide an after-action report within one business day after the event. After-action reports should be forwarded by e-mail through your region commander to AFROTC/CC or OTS/CC, AFOATS/CC, and AU/PAC. Submit the following: Name of visitor, date of the function, and a brief description of the event.

29. General Officer Visits and Recruiting Support. When HQ AFOATS/CC visits a unit, or when an invitation is prepared requesting an Air Force general officer to appear at an AFROTC function, the unit should provide assistance in coordinating either an additional visit, a speaking engagement, or media interview when appropriate. An additional visit could be coordinated through the engineering or science department or with the university president at your host institution. Speaking engagements can be coordinated with the local area Chamber of Commerce, Rotary Club, Lions Club or other civic organization. Media interviews can be either for print or broadcast. The Air Force Chief of Staff’s policy is for senior Air Force officials to be aggressive in outreach efforts to inform the public on how well the Air Force is taking care of our fighting forces and managing our resources.

29.1. As an extension of the AFROTC visit, the AFROTC unit commander must advise the local Air Force recruiter of the intended invitation. The recruiter may indicate a desire to have the general officer visit or speak in the local area.

29.2. If the recruiter schedules an additional visit or speaking engagement, include this information in the AFROTC invitation. The recruiter is responsible for logistics of a non-host visit.

30. Official Representation Funds for Hosting Community and University Officials. AFOATS has a limited fund dedicated to enhancing the ROTC detachments' relations with their host institutions and local communities. Detachment commanders may request these funds from AFOATS/XPR to entertain key university or community officials at breakfast, luncheon, dinner or reception.

31. Orientation Flights for Civilian Dignitaries. An orientation flight is a continuous flight in DOD-owned aircraft, performed within the local flying area, and terminating at the point of origin. Orientation flights for civilian dignitaries (i.e., congressmen, mayors, community officials, etc.) are processed as follows (procedures for media orientation flights are prescribed in DOD Regulation 4515.13-R, *Air Transportation Eligibility*, and flights for ROTC cadets and institutional officials are covered in AFOATSI 36-2010, *Air Force Reserve Officer Training Corps Field Training Program*):

31.1. UPARs must arrange orientation flights with hosting installation public affairs offices before coordinating requests with AFROTC/CC. The commander of the installation aircraft has final approval of all flights.

31.2. A written request should be submitted to AFROTC/CC, through AU/PAC, along with copies of completed forms for the hosting installation. Requests should reach AU/PAC at least 30 workdays prior to the scheduled event. The request should include: Date of event, number of people, full names and occupations, approximate time of flight, point of contact at unit and hosting installation, and short justification for the flight.

32. Flyover Requests. Each ROTC detachment must work its own support and approval for the flyover. Flyovers for AFROTC sponsored events can consist of no more than four aircraft, making one pass only, and should support Armed Forces Day, Memorial Day, Independence Day, Veterans Day, or National POW/MIA Recognition Day by occurring within 7 days before or after the national day of observance. In certain circumstances, flyovers may be approved for other events or on other days, as an exception to policy. (OTS has procedures in place to coordinate and conduct flyovers.)

32.1. To acquire a flyover detachments should contact the public affairs office at the base that you would like to support your event; coordinate as directed on the necessary action to receive the host base's MAJCOM, ANG, or AFRES approval; and then, complete the DD Form 2535, **Request for Military Aerial Support**. For ROTC detachments, **a university official must coordinate in section I:3**. Strongly justify the event and reason in section IV. Get Federal Aviation Administration approval for section V.

32.2. The first 3 pages of completed DD Forms 2535 can be faxed (703-693-9601) or mailed (USAF Aerial Events, SAF/PAN, 1690 AF Pentagon, Washington, D.C. 20330-1690). **SAF/PAN needs at least 90 days in advance of the event for approval.** A copy of the completed DD Form 2535 should also be routed through the host base public affairs office to the MAJCOM with a cover letter advising the request is being coordinated with SAF/PAN. Approved requests for USAF Aerial support are posted on the SAF/PA Web site (<http://www.pa.hq.af.mil/airshows>). Due to the number of requests received, SAF/PA cannot notify detachments of approval; you must periodically check the Web site to determine if your request is approved. Once the flyover request is approved, notify the support base to confirm their support through their MAJCOM and work out the details. A copy of the DD Form 2535 should

be faxed to AU/PAC at this time. SAF/PA can only approve events for Air Force support. Check their Web site for telephone numbers if you need Navy, Army, Marine Corps or Army Air National Guard aviation support.

32.3. DOD policy is to disapprove flyovers for athletic events. Exceptions to the policy are granted only when strong justification exists to support an event. Budget constraints and possible reductions in flying hours mean all requests are reviewed very carefully by SAF/PA. If your ceremony is in conjunction with an athletic event, the ceremony itself should be able to stand alone as justification without the support of the athletic event.

33. Outstanding Service or Commendation Award Program. AFOATS recognizes individuals and organizations outside the AFROTC/AFJROTC community through the service award program. Individuals or organizations that have been exceptionally supportive of your unit can be nominated for this award. If approved, the nominee receives an engraved, wooden plaque.

33.1. Nominations must be received by AU/PAC no later than 60 days prior to the proposed presentation of the award. The nomination packages must include strong justification and should indicate how the plaque should be inscribed if approved. Nominations must be received by AU/PAC no later than 31 January of each year for the previous academic year awards. Please include an e-mail address for notification of approval/disapproval.

33.2. Nominations from any one detachment should be limited to no more than four per academic year and should be reserved for those individuals or organizations outside of the detachment or university who have contributed significantly to the success of your mission. AU/PAC will review nominations and forward to HQ AFOATS/CC for final approval. It is recommended that Certificates of Appreciation be presented to those within the detachment or university that deserve special recognition.

33.3. When approved, the plaque will be ordered and mailed to the requesting detachment as soon as it is received from the vendor.

34. Base Visits. Requests for base visits should be arranged through the host installations according to AFOATSI 36-2012, *AFROTC Professional Development Training Program* and AFROTC OPLAN 2012-01. Inform both the host installation public affairs office and AU/PAN of any news media participants.

Section F – Security and Policy Review

35. Review/Approval of Web Sites. AU/PAS is responsible for reviewing all public Web sites within AFOATS, both before initial launching and annually thereafter, and approves/clears content for public release prior to posting. Regions, detachments, junior units and OTS must complete AU Form 38, *Internet Release Authority*, and the AU Web Site Checklist, **Attachment 8**, and submit to AU/PAS for approval. General references are found in AFI 35-101, Chapter 18, *News Media and Public Affairs*, and AFI 33-129, *Transmission of Information Via the Internet*.

35.1. Ensure appropriate notices and warning statements are on the Web site. Use the statement referenced in AFI 33-129.

35.2. External links to non-DoD Web resources should support the mission. When linking to a non-government Web site a disclaimer must be included. AFI 33-129 contains the wording for the disclaimer.

35.3. Only information intended for wide distribution and with appropriate interest to the general public will be placed on a public Web site. Be sure to check grammar, spelling, and punctuation.

36. Security and Policy Review of Speeches. AFOATS personnel participating in speaking engagements must submit speeches for review and clearance to OASD/PA through AU/PAS before releasing it:

36.1. Contains subjects with potential to become items of national interest or issues with foreign policy implications.

36.2. Originated or was proposed for release at the seat of government.

36.3. Concerns subjects of potential controversy among DOD components or with other federal agencies.

36.3.1. Concerns significant policy controlled by another federal agency.

36.3.2. Deals with the existence, characteristics, potential, or capabilities of a new weapon system, new aircraft, or related equipment; nuclear energy or their military applications; radiological, electronic, psychological, or chemical warfare; or biological research.

36.3.3. Deals with the modification of an existing weapon systems (or weapon); aircraft or aircraft equipment; space systems; or new or improved techniques that significantly change system or component capabilities.

36.3.4. Any aspect of communications security, signals intelligence, or computer security.

36.3.5. Reveals or suggests the technique or the degree of success of intelligence efforts.

36.3.6. Contains discussions of actual or potential military operations, operation planning factors, readiness issues, significant exercises.

36.4. Information of purely local or regional interest, may be cleared at the local level.

36.5. All Air Force information being released publicly must be reviewed and cleared according to AFI 35-101, *Public Affairs Policies and Procedures*. Address questions about clearing information or the need for a script to AU/PAS.

KEVIN K. KREJCAREK, Lt Col, USAF
Director of Air University Public Affairs

Attachments:

1. Glossary of References
2. Sample Leader Submission
3. Sample News Clipping Format
4. Sample News Release Format
5. Sample National Story Format
6. Sample DD Form 2266 and Guide for Preparing DD Form 2266
7. Sample Distinguished Visitor Invitation
8. AU Web Site Checklist

Attachment 1
GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

References

DOD Regulation 4515.13R, *Air Transportation Eligibility*

DOD Regulation 5500.7R, *Joint Ethics Regulation*

Title 10, United States Code, Section 8013

AFI 33-129, *Transmission of Information Via the Internet*

AFI 35-101, *Public Affairs Policies and Procedures*

AFI 36-3101, *Fundraising Within the Air Force*

AFH 33-337, *The Tongue and Quill*

AFMAN 33-326, *Preparing Official Correspondence*

AFOATSI 36-2010, *Air Force Reserve Officer Training Corps Field Training Program*

AFOATSI 36-2012, *AFROTC Professional Development Training Program*

AFOATSI 51-601, *Civil Law and Command Succession*

AFOATSI 91-101, *AFOATS Reporting Procedures and Mishap Prevention Program*

AFROTC OPLAN 2012-01, *Base Visits*

Forms

DD Form 2266, *Hometown News Release Information*

DD Form 2535, *Request for Military Aerial Support*

AF Form 39, *Response to Query*

AU Form 38, *Internet Release Authority*

AU Web Site Checklist

ATTACHMENT 2
SAMPLE LEADER SUBMISSION

Capt. Doug Smith, AS-100 Instructor
April 11, 1997
Det. 017, Troy State University, Southeast Region
(334) 670-3653

By: Cadet Jane Truman

Troy State University's Arnold Air Society took part in the local March of Dimes "Walk America" held in Troy, Ala., April 9, 1997. Almost 95 percent of the Dr. T. C. Marrs Squadron provided complete logistical support for the day's activities.

The day began when the squadron commander gave the invocation and performed the Master of Ceremony duties. During the walk, Arnies provided refreshments and ensured that the participants were comfortable by both driving the course and manning the six checkpoints. At the conclusion of the walk, the Arnies cooked hot dogs and provided soft drinks for the 200-plus walkers and 11 dignitaries.

"Troy State's support has been a key factor in the success of this annual fund-raiser," said John Smith, coordinator of Walk America. "They have provided support for at least four years and plan to continue this for a long while to come."

-30-

TIPS:

1. Articles should answer the questions: Who? What? Where? When? Why?
2. Articles should be no more than one-page long, unless it is a feature article.
3. Do not include editorial/subjective content, unless it is in quotations and attributed it to an individual. (BAD EXAMPLE: The event was a smashing success, and everyone left with smiles on their faces. GOOD EXAMPLE: According to Col Mike Stewart, Det 999 Detachment Commander, "The event was a smashing success, and everyone left with smiles on their faces.")
4. Every article should include a minimum of one quotation from someone who was involved.
5. Send articles via e-mail (leader@maxwell.af.mil). Mail photos separately to: AU/PAN, 55 LeMay Plaza South, Maxwell AFB AL 36112-6335.
6. Remember to identify photographer, describe activity in photo and provide complete identification of subjects.

ATTACHMENT 3
SAMPLE NEWS CLIPPING FORMAT

1. Clip articles neatly and affix to a plain, white piece of 8 1/2" x 11" paper. Use only one side of the paper.
2. Send original articles or very clean photocopies.
3. Try to keep the article on one piece of paper.
 - 3.1. The article may be reduced on a photocopier so it will fit on one page, as long as it is still readable.
 - 3.2. If a second page cannot be avoided, follow the same format for the second page.
4. DO NOT send entire newspapers, or even entire pages from a newspaper. Clip only the article you want AU/PAN to see.
5. On the bottom right-hand corner of the white piece of paper, type the following information:

NEWSPAPER NAME, DATE, PAGE
(UNIVERSITY NAME, DET XXX)

6. Do not write on the newspaper article. Do not highlight, underline, or mark it in any way. Depending on the information, the article will be sent to AFOATS/CC and to HQ AETC/PA for review.

**ATTACHMENT 4
SAMPLE NEWS RELEASE FORMAT**

AIR FORCE SEEKS JR INSTRUCTORS FOR HIGH SCHOOL EXPANSION April 5, 2001

MAXWELL AIR FORCE BASE, Ala.—The Air Force is looking for retired commissioned and noncommissioned officers to fill full-time high school teaching positions in Junior ROTC units at high schools nationwide.

Applicants must have 15 years of extended active duty and not be retired more than four years. Active duty members may apply if they are within six months of an established retirement date.

Air Force Junior ROTC instructors are employed by the local school board and are full-time faculty members of the high school where they teach. The law requires their retired pay be augmented to the level they received when last on active duty.

For more information, call (334) 953-7741 or DSN 493-7741, or write Headquarters Air Force Officer Accession and Training Schools, Instructor Management Branch, 551 East Maxwell Boulevard, Maxwell AFB, Ala., 36112-6106.

-30-

For more information about this release, call (list unit point of contact and telephone number).

ATTACHMENT 5
SAMPLE NATIONAL STORY FORMAT

TITLE: Provide a title for the story idea.

SYNOPSIS: This is the key for selling the story idea. Be sure your synopsis is an eye-catcher! It should be concise, well written, and provide an accurate portrayal of the proposed story. Don't attempt to tell your entire story, just enough to whet the appetite. It should entice editors of national publications to want to complete the story. This section should be done in one, continuous paragraph, not to exceed one page.

VISUALS: Tell the editor what your unit can provide in the way of visual aids (i.e., black and white photos, color slides, vu-graphs, line art drawings, etc.). List the photo possibilities that would tell the complete story. If the story is about a person, on-the-job photos only show one side of the story. Photos of the people doing hobbies, with family members, or other ideas unique to situation. Think about what you like to see when you pick up a publication. What catches your eye?

CONTACT: Request interviews or articles through (list the author, unit address, and phone number where contact can be reached).

ATTACHMENT 6 - SAMPLE DD FORM 2266, HOMETOWN NEWS RELEASE

HOMETOWN NEWS RELEASE INFORMATION												
1. PAD CODE			PRINT OR TYPE - SEND ORIGINAL ONLY						FOR RELEASING PUBLIC AFFAIRS OFFICE USE ONLY AU/PA AFOATS Division 55 LeMay Plaza South Maxwell AFB AL 36112			
D	1	8										
2. YOUR SOCIAL SECURITY NUMBER (For identification only)												
1	2	3	4	5	6	7	8	9				
PRIVACY ACT STATEMENT <small>AUTHORITY: 5 U.S.C. 552, 10 U.S.C. 8012 and 8034, and 38 U.S.C. 5505. PRINCIPAL PURPOSE: To prepare news stories and news releases for distribution and publication by civilian news media to recognize the achievements of Army and Air Force members. In accordance with the 1934 Privacy Act, you are hereby informed that your Social Security Number on this form is required for identification use only. ROUTINE USE: Information may be disclosed to civilian news media representatives. Once published, information is considered "Public Domain." DISCLOSURE: Information collected on this form is released over your signature and is voluntary. If you have no objection to the information being released to hometown audiences, sign your name below. Failure to provide the information may mean little or no public news release material can be produced, thus denying the individual public recognition for personal achievements.</small>												
3. BRANCH OF SERVICE			4. STATUS		5. RANK		6. PAY GRADE		7. FIRST NAME, MIDDLE INITIAL, LAST NAME			8. SEX
<input type="checkbox"/> ARMY <input checked="" type="checkbox"/> AIR FORCE <input type="checkbox"/> NAVY <input type="checkbox"/> MARINE CORPS <input type="checkbox"/> COAST GUARD			<input type="checkbox"/> ACTIVE <input type="checkbox"/> RESERVE <input type="checkbox"/> NATIONAL GUARD <input type="checkbox"/> CIVILIAN		Cadet		(Blank)		James I. Smith			M
9. EVENT (Example: Award, Promoted to Sergeant, Received Commendation Medal, etc. - Check Number) Commissioned as 2nd lieutenant in the U.S. Air Force through Air Force ROTC, on 20 May 2001												
10. YOUR LIVING PARENTS, STEPPARENTS, GUARDIANS, AUNT/UNCLE/GRANDPARENTS OR ADULT SIBLINGS												
a. (1) FIRST NAME, MIDDLE INITIAL, LAST NAME Robert D. Smith						b. (2) RELATIONSHIP TO YOU father						
c. (3) ADDRESS (Number and Street) 123 Main Street						d. (4) CITY Montgomery		e. (5) STATE AL		f. (6) ZIP CODE 36112		
a. (1) FIRST NAME, MIDDLE INITIAL, LAST NAME Elizabeth N. Smith						b. (2) RELATIONSHIP TO YOU mother						
c. (3) ADDRESS (Number and Street) 123 Main Street						d. (4) CITY Montgomery		e. (5) STATE AL		f. (6) ZIP CODE 36112		
11. SPOUSE'S NAME (First, Middle Initial, Last) Julia P. Smith												
12. SPOUSE'S LIVING FATHER a. FIRST NAME, MIDDLE INITIAL, LAST NAME William I. Powers												
b. ADDRESS (Number and Street) 769 Elm Blvd						c. CITY Kingston		d. STATE IN		e. ZIP CODE 39875		
13. SPOUSE'S LIVING MOTHER a. FIRST NAME, MIDDLE INITIAL, LAST NAME Susan W. Powers												
b. ADDRESS (Number and Street) 769 Elm Blvd						c. CITY Kingston		d. STATE IN		e. ZIP CODE 39875		
14 a. YOUR PRESENT UNIT OF ASSIGNMENT <i>(Do not abbreviate)</i> AFROTC, Det 005				b. POST OR BASE (Do not abbreviate) Auburn University		c. CITY Auburn		d. STATE OR COUNTRY AL				
15. DUTY MOS OR AFSC (Blank)				16. PRESENT JOB TITLE (Full Title - Do not abbreviate) (Blank)						17. TOTAL YEARS MILITARY SERVICE 0		
18 a. HIGH SCHOOL GRADUATED FROM Robert E. Lee High School				b. YEAR GRADUATED 1997		c. CITY Montgomery		d. STATE AL		e. ZIP CODE 36112		
19. COLLEGE GRADUATED FROM												
a. COMPLETE NAME Auburn University			b. DEGREE BS		c. YEAR GRADUATED 2001		d. CITY Auburn		e. STATE AL		f. ZIP CODE 36289	
20. REMARKS (Continue on back if necessary)												
21. SIGNATURE OF PERSON LISTED ABOVE (Attaching release of this information)								22. DATE (YYMMDD)		23. DUTY PHONE (334) 895-6023		

ATTACHMENT 6 (CONTINUED)
GUIDE FOR PREPARING DD FORM 2266

Hometown News Releases are a useful public relations tool for the Air Force. They help build public respect for the individual and maintain the member's identity in the community. These news releases also build public awareness of the Air Force and its education, training and research programs. In some parts of the country, the hometown news release is the only source of information about Air Force activities.

The Army/Air Force News Center (AFNEWS) at San Antonio, Texas, processes thousands of hometown news releases each month and must set strict rules on what is and is not an eligible event. AFNEWS does not have the manpower to verify information. **Forms filled out incorrectly or that are unreadable are not used.**

The "Releasing Public Affairs Office" (block found in the top, right-hand corner) of the DD Form 2266 is AU/PAN. The "PAO Code" is D-18.

1. AFNEWS prefers that you type the information required on the form to ensure readability. However, clear, neat printing is acceptable. Just remember, if AFNEWS can't read it, they return it.
2. Be very specific in the "event" block (#8). Remember, AFNEWS serves branches of service other than the Air Force. "Completion of field training" does not give enough information. "Completed a four-week Air Force ROTC Field Training Encampment held at Lackland AFB TX, 1-19 Aug 2001," explains the event more thoroughly.
3. The date of the signature in block 20 must be on or after the date of the event in block 9. This is critical! Many things can happen in a day or two. It is embarrassing for a news release to state as fact something that did not actually happen as scheduled.
4. You must include the ZIP Code for relatives' addresses. AFNEWS locates hometown newspapers by the ZIP code.
5. The DD Form 2266 may be either an original or a photocopy. However, the Privacy Act statement must appear on the back of all photocopies (not stapled to the front page), and the signature must be original.
6. Old news is no news. AFNEWS will reject the DD Form 2266 if not received within 60 days of the date of the event. However, you should make every attempt to mail the DD Form 2266 to AFNEWS as soon as possible after the event date. **Send forms directly to: HQ AFNEWS/HN, ATTN: Print Division, 203 Norton Street, San Antonio, TX 78226-1848.**

ATTACHMENT 7
Sample Distinguished Visitor Invitation
(Member of Congress)



(Do not date when coordinating through AU/PAC)

Colonel John A. Doe
Commander, Officer Training School
(Street Address)
(City State Zip Code)

The Honorable (full name)
United States Senate
Washington DC 20510-0001

or

The Honorable (full name)
House of Representatives
Washington DC 20510-0001

Dear Senator (surname)

or Dear Mr./Ms. (surname)

On behalf of the staff and officer trainees of Officer Training School, Maxwell AFB, Ala., it is my pleasure to invite you to be the guest speaker at our dining out on Wednesday, 14 May.

Our dining out is deeply rooted in military tradition and considered to be one of the highlights of our training. Dinner begins at 6:00 p.m., followed by your remarks and an awards presentation. We anticipate an audience of about 150 people consisting of officer trainees, friends, parents, and community representatives. The evening should conclude around 9:30 p.m.

I hope your schedule will permit you to join us for our dining out. Please have a member of your staff contact Captain John Doe at (123) 456-7890 to let us know of your plans. We look forward to hearing from you.

Sincerely

STEVE PUBLIC, Lt Col, USAF
Commander

ATTACHMENT 7 (CONTINUED)
Sample Distinguished Visitor Invitation
(Senior Officer)



(Do **not** date when coordinating through AU/PAC)

Lieutenant Colonel John B. Doe
Commander, Air Force ROTC Det xxx
(Name of University)
(Street Address)
(City State Zip Code)

Lieutenant General John C. Doe
Commander, xxxx xxxxxxxxxx
(Street Address)
(Name of Base AFB State Zip Code)

Dear General Doe

On behalf of the staff and cadets of Air Force ROTC Detachment XXX, Name of University, in City, State, it is my pleasure to invite you to be the guest speaker at our leadership laboratory on Wednesday, 14 May.

Leadership laboratory provides an opportunity for our cadets to discuss key issues affecting the Air Force and perspectives on successful leadership. Any comments you would have in these areas would be greatly appreciated. Class will begin at 1600 in (Location) with an anticipated audience of XX students, freshmen through seniors. The afternoon will conclude at 1700.

I hope your schedule will permit you to join us for our leadership laboratory. Please have a member of your staff contact Captain John Doe at (123) 456-7890 to let us know of your plans. We look forward to hearing from you.

Very respectfully

STEVE PUBLIC, Lt Col, USAF
Commander

ATTACHMENT 8

ALL PURPOSE CHECKLIST		PAGE 1 OF 3 PAGES		
TITLE/SUBJECT/ACTIVITY/FUNCTIONAL AREA AIR UNIVERSITY WEB SITE REVIEW CHECKLIST		OPR		DATE 2001
NO.	ITEM (Assign a paragraph number to each item. Draw a horizontal line between each major paragraph.)	Y	N	N/A
Organization:				
• General Web Page Content				
1.	Does the Web site have a clearly defined purpose that supports the mission? Ref: DoD Policy, 25 Nov 98, Part II, para 2.1, AFI 33-129, para 7.2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Have reasonable efforts been made to verify the accuracy, consistency, appropriateness, and timeliness of all information placed on the Web site? Ref: DoD Policy, 25 Nov 98, Part I, para 5.5.7., AFI 33-129, para 3.11 thru 3.11.4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Are Internet pages professionally presented, current, accurate, factual, and related to the organizational mission? Ref: AFI 33-129, para 12.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Is outdated or superseded information identified and promptly removed from the system? Ref: AFI 33-129, para 3.11.4. and para 4.2.1.7.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Does each page, as a minimum, contain Page OPR name, organization, office symbol, commercial phone number, DSN phone number, e-mail address, and any disclaimers or restrictions which apply to the page? Ref: AFI 33-129, para 4.2. and para 12.1 thru 12.4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	Has the page maintainer incorporated a feedback mechanism for users' comments? Ref: AFI 33-129, para 4.2.1.8.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Have individual pages only been developed when suitable for a specific duty position, such as organizational commanders? (Personal pages are normally inappropriate. Under no circumstances should the page extend beyond official duties and position) Ref: AFI 33-129, para 8.1.3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Are CGI scripts only used when absolutely necessary, and only when thoroughly examined? AFCERT 97-01	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Specific Information Restrictions.				
9.	Is the following information prohibited from all Web pages? SSANs, Dates of Birth, Home addresses, and other than duty office telephone numbers. Ref: DoD Policy, 25 Nov 98, Part II, para 3.5.3.4. Ref: AFI 33-129, para 7.6.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	Are names, locations, and specific identifying information about family members of DoD employees and military personnel prohibited from all Web pages? Ref: DoD Policy, 25 Nov 98, Part II, para 3.5.3.5, AFI 33-129, para 7.6.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.	Is the following additional information excluded from publicly accessible DoD Web sites as appropriate? Official travel itineraries of individuals or units before performed, duty rosters, detailed organization charts, directories with names, internal DoD personnel rules and practices unless cleared for release information relating to A-76 studies and other outsourcing, and many other examples as contained in reference. Ref: DoD Policy, 25 Nov 98, Part V, para 2, AFI 33-129, para 7.6.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.	Are the following forms of information also prohibited from being placed on Web sites, either public or restricted? Classified information, Privacy Act information, For Official Use Only information, STINFO, or any other information that violates Operations Security. Ref: AFI 33-129, para 7.4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Notices and Banners				
13.	Is a privacy and security notice prominently displayed or announced on at least the first page of all major sections of each Web site? (See Part V para 4.1. for publicly accessible Web sites and AFI 33-129 para 13 for AF Web sites with security and access controls.) Ref: DoD Policy, 25 Nov 98, Part I, para 5.5.3, Part II, para 7 and Part V para 4; AFI 33-129 para 13.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.	Has the appropriate legal authority approved the text of the privacy and security notice for publicly accessible Web sites? Ref: DoD Policy, 25 Nov 98, Part V, para 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NO.	ITEM (Assign a paragraph number to each item. Draw a horizontal line between each major paragraph.)	Y	N	N/A
15.	Are flashy graphics or other indicators that create a misconception of danger avoided in association with the privacy and security notice? Ref: DoD Policy, 25 Nov 98, Part II, para 7.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.	Is the required Air Force warning notice presented on at least the home page of all public sites? Ref: AFI 33-129, para 13. The following text must be used: <i>"This Government Computer System is provided as a public service by the (name of the organization and Air Force base). It is intended for use by the public for viewing and retrieving information only. Unauthorized attempts to upload information or change information on this service are strictly prohibited and are punishable under the Computer Fraud and Abuse Act of 1986. Unless otherwise indicated, all information on this system is public information and is available to copy or distribute."</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17.	Is the required Air Force warning notice presented on at least the home page of all restricted sites? Ref: AFI 33-129, para 13. Use the following text as default, if a specific warning notice is not required by AFI 61-204. <i>"Official U.S. Government system for authorized use only. Do not discuss, enter, transfer, process, or transmit classified/ sensitive national security information of greater sensitivity than that for which this system is authorized. Use of this system constitutes consent to security testing and monitoring. Unauthorized use could result in criminal prosecution."</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18.	Does each page of a Web site restricted from public access clearly state its restriction? Ref: AFI 33-129, para 13.2. The following words should be considered; in addition to displaying the banner listed in AFI 33-129. <i>"This site is intended for the use of the Air Force [or more restrictive audience] only. The content of this site should not be reproduced or redistributed to a wider audience without coordination with the information owner and the Air University public affairs office."</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19.	If the Web site collects any information on usage or other log files, are visitors notified of what information is collected, why it is collected and how it is used? Ref: DoD Policy, 25 Nov 98, Part II, para 7; AFI 33-129, para 13.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Graphics and Link Standards				
20.	Has a reasonable effort been conducted to validate the accuracy of the information and the validity of the links? Ref: DoD Policy, 25 Nov 98, Part II, para 3.8.1. and 3.8.2; AFI 33-129, para. 8.2.1.1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21.	Do home pages only point to parent commands or subordinate units, in most cases? Ref: AFI 33-129, para 8.2.1.1.9.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22.	Are paths or indicators that reference incomplete pages prohibited? Is the phrase "under construction" prohibited? Ref: AFI 33-129, para 8.1.2.1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23.	Links to non-DoD Web resources should support the organization's mission. Are they periodically reviewed to ensure continued suitability and removed when appropriate? Ref: DoD Policy, 25 Nov 98, Part II, para 8.1.1.; AFI 33-129 para 8.2.1.1.1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24.	Are only text links or hyperlinked text provided to direct visitors to software download sites? (Graphics or logos depicting companies/products shall not appear on publicly accessible Web sites.) Ref: DoD Policy, 25 Nov 98, Part II, para 8.1.4. AFI 33-129, para 8.2.1.1.4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25.	When external links to non-government Web sites are included, is a disclaimer made as suggested in the reference? (This disclaimer may appear on the page or pages listing external links or through an intermediary "exit notice" page generated by the machine.) Ref: DoD Policy, 25 Nov 98, Part II, para 8.1.7., 8.2. and Ref: AF 33-129, para 8.2.1.3. The following is a suggested text: <i>"The appearance of hyperlinks does not constitute endorsement by the U.S. Air Force of this Web site or the information, products or services contained therein. For other than authorized activities such as military exchanges and Morale, Welfare and Recreation sites, the U.S. Air Force does not exercise any editorial control over the information you may find at these locations. Such links are provided consistent with the stated purpose of this DoD Web site."</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26.	Are links to DoD newspapers and civilian enterprise publications only authorized if advertising is removed? If advertising is included, has the appropriate disclaimer been made? Ref: DoD Policy, 25 Nov 98, Part II, para 8.3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NO.	ITEM (Assign a paragraph number to each item. Draw a horizontal line between each major paragraph.)	Y	N	N/A
27.	Are only non-copyrighted material, text, clip art, hypertext links, images and sound or video clips used, provided they directly relate to the mission? Ref: DoD Policy, 25 Nov 98, Part II, para 2.2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	• Commercial Endorsement			
28.	Are product endorsements or preferential treatment of any private organization prohibited from publicly accessible DoD Web sites? Ref: DoD Policy, 25 Nov 98, Part II, para 3.5.6.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29.	Do publicly accessible DoD Web sites not require or encourage users to choose any specific browser? Ref: DoD Policy, 25 Nov 98, Part II, para 8.1.4., AFI 33-129 para 8.2.1.1.4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30.	Has the incorporation of non-standard or browser specific features into Web pages been evaluated in light of the potential security risks and interoperability? (Use of these items should be avoided. They could imply an endorsement of the feature and product.) Ref: DoD Policy, 25 Nov 98, Part II, para 11.2., AFI 33-129 para 8.2.1.1.4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31.	If "frames" technology is used when connecting to external sites, has legal counsel concerning trademark and copyright issues been performed? Ref: DoD Policy, 25 Nov 98, Part II, para 8.1.5., AFI 33-129 para 8.2.1.1.5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32.	Where "frames" technologies are used, do Web site owners ensure that "frames" are not continued when links external to the site are activated? Ref: AFI 33-129 para 8.2.1.1.5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33.	Is official information about NAF activities incorporated in official DoD Web sites only when no commercial sponsorships or advertisements are included? Ref: DoD Policy, 25 Nov 98, Part II, para 10.1.1.; AFI 33-129 para 8.2.1.1.6.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	• Information Review Policies			
34.	Has the information provider (POC for the material) ensured appropriate offices according to USAF policy reviewed the material, and identified security and access controls before information is posted on the Internet? Has the Web Site been reviewed/approved by AU/PAS Has Is the Web Site registered with the 42CS/Network Control Center NCC? Ref: AFI 33-129, AU Sup 1 para 4.1.1.6. and AFI 35-101.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35.	Has the release of information by the releasing authority been documented? Ref: AFI 33-129, para 3.11.1. and 3.11.2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36.	Does OMB approve on-line surveys or requests for identical information from 10 or more members of the public? (Forms for general solicitations of comments that do not seek responses to standard questions, such as common opinion-based feedback forms and e-mail links, do not require OMB clearance.) Ref: DoD Policy, 25 Nov 98, Part II, para 12.1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	• Restricted Site Standards (Additional)			
37.	Have access controls as contained in the reference been applied as appropriate for information that must be protected/restricted? Ref: DoD Policy, 25 Nov 98, Part V, para 3. (Users must provide 42CS/SCBBN with AU Form 38 stating the exact restrictions required.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38.	Does the page maintainer maintain access lists? Ref: AFI 33-129, para 4.2.1.5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39.	Do errors generated by public attempts to access restricted pages redirect the public to the root public page and not include language like "Access Denied" or "Forbidden"? Ref: AFI 33-129 para 8.1.2.1. (The redirection should be as transparent as possible to the public.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	• Documentation or Other Standards			
40.	Has the OPR maintained a completed "Internet Release Package" in their official files, to include documentation of the process used to review the information destined for public release? Ref: AFI 33-129, para 7.5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Do NAF activities follow the specific guidance as specified in the DoD Policy? Ref: DoD Policy, 25 Nov 98, Part II, para 10.1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>